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SEPTEMBER 1, 1986

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

TAX BILL PROMISES BIG CHANGES AHEAD IN CABLE FINANCE

TELCO CLOUT SHAPING A WORRISOME AGENDA IN WASHINGTON

TVRO PAY-PER-VIEW IN OFFING FROM SEVERAL SOURCES

HOME SHOPPING ROUNDUP: PLAYERS, DEALS & STRATEGIES

HOME VIDEO SWINGING TOWARD RETAIL PURCHASE DRIVE

FALL FINANCIAL ROUNDTABLE: BULL MARKET LOGISTICS AND PROGNOSIS

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The cable industry is going to get to pay its share of the higher national corporate tax burden under the tax reform bill, but how much is not yet certain.

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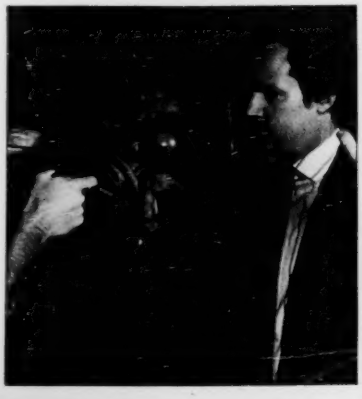

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Cable's status as underdog in Washington media politics has been overcome by a sense among some that its wings need clipping. Mending fences is the name of the new game.

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The fall roundtable brings together Julian Brodsky, senior VP and CFO, Comcast Corp., Steven Dodge, chairman and CEO, American Cablesystems, Tom MacCrory, senior VP, Communications Equity Associates, and Bob Jones, executive VP and COO, Malarkey-Taylor Associates, for a two-part discussion of the bull cable market and the forces shaping its future. Photos by Candace Drake.

Value of equity role debated

Deal fever opening home shop options to MSOs and subscribers

By Simon Applebaum

Home shopping via cable—fad or future revenue giant?

Few industry officials sound doubtful at this point about the potential of a business tied to the American public's penchant for buying cubic zirconium rings and other goods on impulse. And there's a tide of optimism flowing through the business community at large, thanks in part to the spate of consumer press reports on the subject. Recent stories devoted to Home Shopping Network, Cable Value Network and last month's introduction of FNN TelShop, Financial News Network's joint venture with merchandiser Comp-U-Card, tout the arrival of a major retailing medium destined to reap more than $1 billion in sales a year by 1990.

Investment firms tracking all three services concur with that forecast, which is bolstered by HSN's spectacular earnings and stock performance all summer long. Some analysts believe that video shopping channels will generate about $200 million to $250 million in orders this year alone.

At least 13 would-be national video merchandisers are out stumping operators for clearances. Several more companies are expected to join the field by the end of the month. Major nationwide retail chains, including Sears and K Mart, are developing cable-oriented ventures of their own, anxious not to let what may emerge as an important opportunity slip away.

Hostess Carmela Richards of CVN's TV shopping program.

Most cable operators claim that it's too early to predict how big video shopping will become or how much it will gross in the long run. But in their minds, two things are certain: a short-term shakeout is inevitable, given the burgeoning roster of competitors, and if the survivors establish a solid sales record, there's virtually no limit to what can be achieved with a cable/retail industry connection.

"Everyone jumping in reminds you of what happened with pay programming services 10 years ago and the activity in basic networks earlier in this decade," observes Margaret Behrends, program manager at TKR Cable in Warren, N.J. "People came in because of the opportunities, but duplication and inadequate channel capacity forced a lot of the players off. It's only a matter of time before that happens with home shopping, although the format will eventually prove appealing to a large audience."

"Shopping on cable has the potential to be much more than a fad, but whether the possibilities will be realized depends on how operators handle its development, along with the players themselves," surmises Robert Stengel, Continental Cablevision's pro-

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Home shopping players at a glance

Home Shopping Network I/II

The company that introduced video retailing and those zirconium stones to a national audience has 400 cable systems running one or both of its 24-hour services. Spinning off from a standalone based in Clearwater, Fla., a year ago last July, HSN chalked up more than $106.7 million in sales over its first nine months and attracted more than 350,000 regular customers. During that period, the average customer ordered 17 items at $32 per item, company officers estimate. HSN I displays general off-price merchandise, while HSN II (Innovations In Living) carries leisure items and new products. Affiliates picking up HSN I earn 5 percent compensation off each local sale and additional compensation if both channels are programmed. The firm's stock performance helped ignite the video shopping stampede four months ago when its public offering, initially priced at $18 a share, finished opening

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gramming vice president. "It could be a fad if, in the course of programmers vying for position, chaos develops. At the moment, operators are less concerned about what the business could be than with how to shape its evolution."

High-energy rapport

In its current state, video shopping lacks the glossy production value of most broadcast and cable offerings, but strikes a folksy, albeit high-energy, rapport with subscribers that encourages purchases. Operating live, HSN, CVN and TelShop showcase name-brand merchandise at discount prices, allowing households to order by calling a toll-free number. Each item is displayed several minutes at a time, but in order to get the product, the order must be placed when it is featured on the service.

Network anchorpeople also chat with selected callers during the presentations, giving their outlets a feel reminiscent of all-talk radio. Subscribers receive their items within a week to 10 days of the order and become eligible for contests and giveaways through club memberships.

Distribution being the name of the game, all three channels encourage operator sign-ups by a compensation formula where systems earn a percentage of the revenue earned each month from sales in their territories. CVN and HSN rebate 5 percent of revenues per-sale, while TelShop compensates affiliates on a 6.5 percent basis. Proposed channels such as QVC, Hanover's Value Line and Consumer Discount Network plan to match or top current compensation strategies once they get running, giving back as much as 10 percent of revenues per-sale each month to affiliates.

Equity ownership may be the decisive element in shaping the home shopping business, according to most industry observers. Top-ranked MSO Tele-Communications Inc. applied the principle after forming CVN with C.O.M.B. (Close-Out Merchandise Buyers) last March.

Steve Ste. Marie

Within a matter of months, TCI sliced its 50 percent share of CVN among American Television and Communications Corp., United Cable, Daniels & Associates, Warner Communications, Rogers Cablesystems and McCaw Communications. Each operator now holds at least 5 percent investment in CVN in exchange for non-exclusive carriage of the network over a majority of their affiliates; TCI retains less than 10 percent equity and C.O.M.B. owns the rest.

Taking TCI's sub base into account, the deals give CVN eventual access to more than 11 million homes. Its current base is 4 million. TelShop, programmed during FNN's latenight and weekend schedule, already reaches some 11 million homes, while HSN's flagship channel goes to 9 million homes. Innovations In Living, HSN's second network devoted to new products on the market, penetrates more than 2.5 million homes.

CVN's equity shareholders expect to start their rollouts later this month when the network goes 24 hours a day and have it in a majority of their affiliates early next year. All but 700,000 of ATC's 2.7 million households will have CVN by next April, compared with some 500,000 homes right now. HSN I/II will stay put in ATC systems reaching about 750,0000 homes, with no additional affiliates for either service anticipated.

Cautious approach

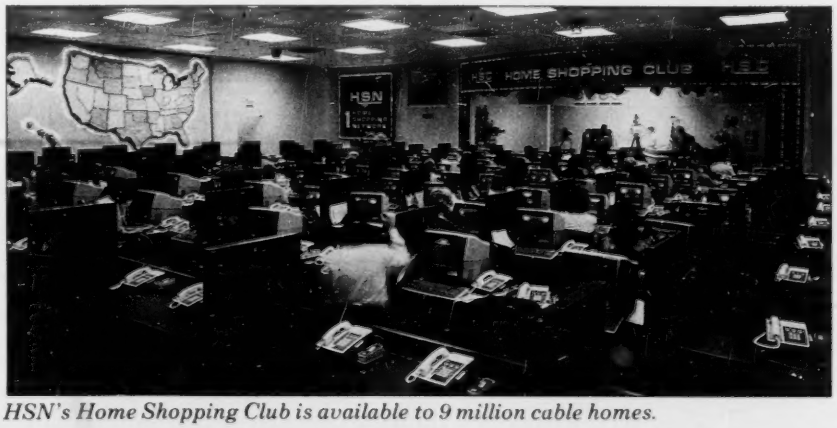
"Cable operators should be very cautious about how they approach this market," argues ATC Senior Vice President Steve Ste. Marie. "The consumer will determine whether it's a business or a fad. Until that issue's settled, an operator should go with one network, and stick with it for awhile. That choice should be made on the basis of product quality and format appeal."

But Ste. Marie acknowledges the lure that equity ownership holds for operators. "It's a seductive plan to some operators, and there's no doubt it helps accelerate distribution, which is a fundamental key to survival."

All but a few proposed home shopping ventures are using CVN's tactic in an effort to ensure access over as broad an affiliate universe as possible. Users of that strategy are pitching up to 10 percent investments before individual MSOs for non-exclusive—and in some cases, exclusive—contracts. Comcast became the first operator to join a service other than CVN in that fashion last month, under an agreement with QVC Network Inc.

A Philadelphia-based enterprise that hopes to begin 24-hour play next January, QVC will be the exclusive shopping network of Comcast's franchises. For that access, the 17th-ranked MSO will purchase 18,000 shares of QVC's common stock at $10 a share when its public offering takes effect later this fall. The company is offering 2 million shares of common stock to investors, and some 60,000 common stock shares to operators.

HSN also is resorting to the equity game, authorizing a private placement where MSOs can buy up to 2.5 million shares of its common stock as long as they commit to distribution of network



HSN's Home Shopping Club is available to 9 million cable homes.

National Home Shopping Services

Service	Owners	Headquarters	Launch/ Expected Launch	Transponder	Affiliates	Subscribers
American Shopping Channel	Consolidated Stores International, American Shopping Channels	Columbus, OH	4th Quarter 1986	TBA	—	—
American Wholesale Network	American Wholesale Network	Montgomery, AL	9/86	Satcom IV, transponder TBA	—	—
Cable Shoppers' Network	Jewelcor Inc.	New York, NY	4th Quarter 1986	TBA	—	—
Cable Value Network	C.O.M.B., Tele-Communications Inc., American Television & Communications Corp., Warner Communications, United Cable, Daniels & Associates, Rogers Cablesystems, McCaw Communications	Minneapolis, MN Denver, CO	4/86	Satcom III-R, transponder 18	400	4,000,000
Consumer Discount Network	Entertainment Marketing Inc.	Houston, TX	9/86	Satcom IV, transponder 24	—	—
The Country Store	American Music Entertainment Network	Albuquerque, NM	7/86	Satcom IV, transponder 15	NA	NA
The Crazy Eddie World Of Home Entertainment Shopping Network	Crazy Eddie Inc.	Edison, NJ	11/86	Satcom IV, transponder 14	—	—
FNN TelShop	Financial News Network, Comp-U-Card	New York, NY	8/86	Satcom III-11, transponder 4	630	11,000,000
Hanover's Value Line	Horn & Hardart	New York, NY	4th Quarter 1986	TBA	—	—
Home Shopping Network	Home Shopping Network	Clearwater, FL	7/85	Satcom III-R, transponder 22,	400	9,000,000
Home Shopping Network 2 (Innovations In Living)			3/86	Satcom IV, transponder 1	30	2,500,000
Let's Go Shopping Network	Suarez Corp.	Canton, OH	9/86	Satcom IV, transponder 2	—	—
Pratco TV Shopper's Showcase	Pratco Co.	Cleveland, GA	2/86	Satcom IV, transponder 14	NA	NA
QVC Network	QVC Network Inc., Comcast Corp.	Philadelphia, PA	1/87	Satcom III-R/IV, transponder TBA	—	—
Shop-At-Home Channel	Vector Systems	Knoxville, TN	10/86	Satcom IV, transponder TBA	—	—
Sky Merchant	Jones International Ltd.	Denver, CO	9/86	TBA	—	—
Video Shopping Mall	Video Shopping Mall	Jenkintown, PA	6/86	Galaxy I, transponder 22	NA	NA

TBA—to be announced
NA —not available

programming through 1989. Using Communications Equity Associates as a sales agent, HSN expects to complete the arrangement Sept. 15. Until then, the company is offering no comment on the action.

Despite operator attitudes, CVN Vice Chairman Peter Barton and HSN President Lowell Paxson downplay the importance equity deals hold for the future. Both gentlemen stress that the ability of services to differentiate from one another and offer quality service to the customer, while dealing with the channel capacity shortage still around in many franchises, will be the key to long-term success.

"None of the operators involved with our service expect to get rich on the equity," Barton contends. "This kind of programming—if properly done—will keep people cabled and bring in new cable subscribers. The real financial impact will be felt on the system level, according to the number of households retained and attained through this. The rest is gravy."

"Equity plays a role in deals now, but such activity won't last more than another 30 to 60 days," Paxson responds. "Most of the top 40 MSOs have figured out who they'll go with, and most of those deals will be non-exclusive."

Still deciding

Continental is among the group of top 20 MSOs yet to decide its home shopping alignments. Coming off a private meeting with a number of video retailers July 23 in Boston, Stengel and associates plan to test at least one service, possibly three or four, in a scattered number of franchises this fall. The trial results will determine who gets the majority of Continental's affiliations.

Representatives from Newhouse, Times Mirror, American Cablesystems and Storer attended Continental's meeting. Bob Miron, Newhouse's executive vice president of cable operations, anticipates that his franchise's subdivisions (NewChannels, Vision Cable and Metrovision) will accept an equity role somewhere, but avoid exclusivity deals. Colony Communications' Jim Higgins sees room for only one shopping channel on most of his outlets, and he'll take plenty of time to decide which one gets the call. Right now HSN occupies space on Colony's largest system, the 100-channel Southern California franchise managed in conjunction with Copley Press.

Commentary over how many video shopping channels will find a home through cable runs across party lines. Operators, citing channel capacity and differentiation as key criteria, feel that only two or three 24-hour national services will survive a shakeout and that HSN I/II and CVN hold the edge over other contenders. Network executives believe that the industry can accommodate four or more players, based on their contention that they can turn a profit off a lower subscriber universe than other basic services.

When that argument comes up, the finger points in HSN's direction. The network racked up more than $106.7 million in sales during its first nine months of operation, reaching 6.5 million homes over that time.

"You will see some shakeout, but you'll also see at least three to five strong players pulling through, and more players getting in," Paxson predicts. "There's a lower threshold of success involved; you don't need 20 million homes to break even."

Too few channels

That kind of thinking may be overly-optimistic, warns Mabon Nugent securities analyst Dennis McAlpine, a close follower of home shopping devel-

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opments. "The problem on the horizon is that there's not enough channels out there," he says. "People are either filling them up or hoarding them for something more valuable, like pay-per-view. Remember, we've got only one thing to go on—HSN's success. The operator is in the catbird seat."

And some operators who have the channel space to allocate are not willing to make a major push into home shopping right now. At Simmons Communications' 90-channel Long Beach, Calif., system, Frank McNelis wants to see what else comes down the pike before giving his 45,000 subscribers an alternative to HSN, which has been on there since last December. "If everyone duplicates, nobody makes much money and only the deep-pocketed services move on," the Long Beach manager observes. "I won't carry six channels of that stuff."

On the other hand, there's growing concern that home shopping channels will do so well in their affiliate relation efforts that operators might use the equity/compensation deals they employ as leverage to elicit lower per-sub fees from mainstream basic channels. That flies in the face of plans some basics have to raise their fees in order to develop more cable-exclusive programming.

Don't pass off that circumstance lightly, Ste. Marie and Paxson observe. "It's very possible," says the ATC executive. "The big services wouldn't be put in a compromising position, but less-appealing networks could be."

"If there's anything home retailing will definitely accomplish, it will change the programmer's attitude from one where he takes income from the operator to one where he gives income to the operator," Paxson adds. "The day of the traditional network/systems relationship is coming to a swift end."

Stiffer competition

Whichever way the drama unfolds, the channel space competition will only get stiffer, given the fact that other entities are trying to get a foothold in video merchandising. Weekly Shopping Network, a new offshoot of New York-based Videologue Marketing Corp., premiered a half-hour syndicated show last month over cable systems in Houston, Little Rock, Roanoke and Los Angeles. Offering 20 to 30 items per segment, WSN gives systems the flexibility to play its venture any time of the day over any channel of its choice, as long as the system runs a new edition each week.

America's Shopping Channel, a fixture on Cox Cable's Jefferson Parish and New Orleans systems since late 1984, is establishing full-time standalone video merchant services around the country. Its style of video retailing, peppered by local goods and celebrity visits, will come to Cox Cable San Diego Sept. 23 and the forth-ranked MSO's Tidewater, Va. franchise next March.

Sales results in New Orleans and Tulsa have met company expectations so far. Despite 13 percent unemployment and several department store bankruptcies in New Orleans last year, ASC recorded more than $5 million in sales there, averaging $30 per subscriber. The company anticipates $6 million in orders for New Orleans and a $4 million Tulsa total during 1986. Tulsa sales have soared from $127,000 a month at the start to $350,000 per month last June.

Concurrently, HSN is turning to broadcast station ownership as a way to increase penetration of its Innovations channel, now hovering around 2.5 million subscribers. Within the last month, company officials have signed tentative agreements to buy UHF outlets in Boston, New York and Baltimore/Washington, D.C., while announcing plans to acquire 10 more stations for HSN II simulcast. The New York and Boston stations, owned respectively by Wometco and Channel 66 Associates, feature video music. Family Media Inc.'s Baltimore channel programs general entertainment. Each station will carry HSN II once ownership changes hands, but a local news or community affairs segment will appear each hour. HSN will pay about $61 million for the station group.

While some observers label HSN's broadcast entry a defensive reaction to CVN penetration advances and the rush of new players, Paxson believes the measure will increase the audience for all video shopping channels and give cable some free publicity through cross-promotions. Operators also have something to gain from running the HSN II broadcast—5 percent compensation off each local sale.

"Our roots are in cable, and we intend to leave them there," Paxson notes. "But the future of home shopping rests upon getting to the home, and as long as the operator is reimbursed, it's immaterial whether the sale comes from a cable-connected home or a non-cable-connected home. If the cards are played right, I can see the day when all kinds of shopping services will transmit over all forms of video." ■

At a glance

Continued from page 26

day trading on the American Stock Exchange above $40 a share.

Cable Value Network

The joint venture of TCI's operator coalition and C.O.M.B. also has 400 systems in its corner, and expects to increase that total significantly when 24-hour transmission starts Sept. 15. Originating from C.O.M.B.'s warehouse quarters in Minneapolis, the network currently operates eight hours each weekday and full-time on weekends. CVN's "Spree TV" format runs parallel to HSN in its presentation of off-price goods and use of hosts. When 24-hour service premieres, certain product categories will be targeted to various dayparts, including sporting goods, china and housewares, and several game and information half-hours with shopping elements will be introduced. Five percent is CVN's pre-sale compensation rate; Warner Communications will take an oversight role in program development.

FNN TelShop

Financial News Network's joint project with Comp-U-Card opened for business Aug. 4 on more than half of FNN's 1,260 affiliates. TelShop, offering discount hardware, household gifts and travel packages from Comp-U-Card's 250,000-item catalog, runs during FNN latenight and weekend hours. The service also promotes "Gold Card" memberships at $39 a year per person; card members receive four catalogs a year, advance information on special offers each month and random access to Comp-U-Card's electronic database. Network affiliates are compensated on a 6.5 percent per-sale rate. (FNN will continue its per-sub fee system for an indefinite period.) Comp-U-Card, based in Stamford, Conn., handles all order processing functions, while FNN originates production from its Santa Monica, Calif., studio.

Cableshare

While K Mart, Sears and other retailing giants plot their home shopping moves, J.C. Penney is preparing to roll out Cableshare, a venture many insiders call the most unique of the class. A combination of cable, interactive videodisc and touch-tone phone technologies, Cableshare will be introduced in Chicago later this fall by Penney subsidiary Tele-Action Corp. Barring com-

Pay Per View Supply Chart

A listing of movies and events entering PPV distribution over the next two months.

October

After Hours (10/1) — Source: Warner Bros.
MPAA Rating: R — Running Time: 98 mins.
Cast: Rosanna Arquette, Cheech & Chong, Teri Garr, Griffin Dunne

April Fool's Day (10/1) — Source: Paramount
MPAA Rating: R — Running Time: 90 mins.
Cast: Jay Baker, Deborah Foreman, Griffin O'Neal

Back To The Future (10/30) — Source: Universal
MPAA Rating: PG — Running Time: 116 mins.
Cast: Michael J. Fox, Christopher Lloyd, Lea Thompson

Band of The Hand (10/11) — Source: Tri-Star
MPAA Rating: R — Running Time: 110 mins.
Cast: Stephen Lang, Michael Carmine, Lauren Holly, John Cameron Mitchell

The Cage (Star Trek Pilot) (10/15) — Source: Paramount
MPAA Rating: NR — Running Time: 73 mins.
Cast: Leonard Nimoy, Jeffrey Hunter

Cut and Run (10/21) — Source: New World
MPAA Rating: R — Running Time: 87 mins.
Cast: Lisa Blount, Leonard Mann, Willie Aames

8 Million Ways to Die (10/1) — Source: Tri-Star
MPAA Rating: R — Running Time: N/A
Cast: Jeff Bridges, Rosanna Arquette

F/X (10/1) — Source: Orion
MPAA Rating: R — Running Time: 108 mins.
Cast: Bryan Brown, Brian Dennehy

9½ Weeks (10/2) — Source: MGM
MPAA Rating: R — Running Time: 113 mins.
Cast: Mickey Rourke, Kim Bassinger

Nomads (10/1) — Source: Paramount
MPAA Rating: R — Running Time: 91 mins.
Cast: Pierce Brosnan, Lesley-Anne Down, Adam Ant

No Retreat, No Surrender (10/21) — Source: New World
MPAA Rating: PG — Running Time: 85 mins.
Cast: Kurt McKinney, J.W. Fails, Ron Pohael, Kathie Sileno

Pretty In Pink (10/1) — Source: Paramount
MPAA Rating: PG-13 — Running Time: 96 mins.
Cast: Molly Ringwald, Andrew McCarthy, John Cryer

Strippers (*) — Source: 20th Century-Fox
MPAA Rating: R — Running Time: 90 mins.
Cast: Sara Costa, Janette Boyd, Loree Menton, Lisa Suarez, Danyel

Torment (10/21) — Source: New World
MPAA Rating: R — Running Time: 85 mins.
Cast: Taylor Gilbert, William Witt, Eve Brenner

November

Dream Lover (11/6) — Source: MGM/UA
MPAA Rating: R — Running Time: 104 mins.
Cast: Christie McNichols, Ben Masters, Paul Shenar

Emmanuelle IV (11/6) — Source: Cannon
MPAA Rating: R — Running Time: 90 mins.
Cast: Sylvia Krystal, Mia Nygren, Deborah Power

Jo Jo Dancer, Your Life Is Calling (11/1) — Source: Columbia
MPAA Rating: R — Running Time: 99 mins.
Cast: Richard Pryor, Debbie Allen, Art Evans, Fay Hauser

Just Between Friends (11/19) — Source: Orion
MPAA Rating: PG-13 — Running Time: 110 mins.
Cast: Mary Tyler Moore, Christine Lahti, Sam Waterston, Ted Danson

The Money Pit (11/1) — Source: Universal
MPAA Rating: PG — Running Time: 91 mins.
Cast: Tom Hanks, Shelly Long, Alexander Gudonov, Maureen Stapleton

Violets Are Blue (11/1) — Source: Columbia
MPAA Rating: PG-13 — Running Time: 86 mins.
Cast: Cissy Spacek, Kevin Kline, Bonnie Bedelia

Wildcats (11/17) — Source: Warner Bros.
MPAA Rating: R — Running Time: 105 mins.
Cast: Goldie Hawn, Swoosie Kurtz, James Keach, Nipsey Russell

Note: Running times are approximate.

Film information provided to International Thomson Communications Inc. by studios.

NR indicates film not rated by MPAA.

* Release date unavailable at presstime.

Pay Per View Services Profile

Service:	Request Television	Viewer's Choice	Telstar Channels
Launch:	November 27, 1985	November 26, 1985	June 5, 1986
Delivery:	Galaxy I, transponder 12	VC-1 Satcom 3R, transponder 5 VC-2 Galaxy I, transponder 16	Interrum standalone, presently testing on Telstar 303
Encryption:	M/A-COM VideoCipher II	M/A-COM VideoCipher II	Presently testing General Instrument Starloc IV
Programming:	Two to four major motion pictures per week, special events	One major motion picture per week, special events	Channels 1&2: two major motion pictures on biweekly rotation, Channel 3: three major motion pictures per week, special events
Subscribers:	Available in systems serving 1.8 million subs (1.3 million addressable)	Available in systems serving 1.8 million subs (1.2 million addressable)	Available in systems serving 74,000 subs (11,500 addressable).

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	225	4,000,000
Alternate View Network	196	2,117,519
Arts & Entertainment (A&E)	2,200	19,700,000
Black Entertainment Television (BET)	590	13,015,183
Cable News Network (CNN)	9,386	33,100,000
Cable Value Network	20	200,000
C-SPAN	2,300	25,000,000
C-SPAN II	294	7,976,000
CBN Cable Network	7,013	30,506,479
CNN	9,561	33,501,00
Country Music Television	425	6,200,000
The Discovery Channel	885	8,093,247
ESPN	13,202	36,900,000
Eternal Word Television Network (EWTN)	276	4,500,000
Financial News Network (FNN)	1,260	21,400,000
Headline News	3,157	18,039,000
Hit Video USA	41	1,700,000
Home Shopping Network	324	8,000,000
Innovations In Living (HSN2)	15	2,000,000
International Television Network	5	622,000
The Learning Channel	760	6,600,000
Liberty Broadcasting Network	90	1,292,000
Lifetime	2,894	25,100,000
Music Television (MTV)	3,556	29,000,000
The Nashville Network	3,770	24,900,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	4,396	26,700,000
PTL The Inspirational Network	1,300	13,000,000
Pratco	NA	NA
Rock Christian Network	7	838,000
Silent Network	206	6,800,000
SIN Television Network	383	33,673,300
Tempo Television	640	12,000,000
Trinity Broadcasting Network	433	6,210,000
USA Network	6,500	31,000,000
Video Hits One	874	13,000,000
The Weather Channel	2,100	20,500,000
WGN-TV	7,940	20,543,000
WOR-TV	1,877	8,430,680
WPIX-TV	205	2,927,000
WTBS-TV	10,790	36,078,000

Pay services		
American Extasy	6	60,000
American Movie Classics	200	420,000
Bravo	240	360,000
Cinemax	3,300	3,700,000
The Disney Channel	2,958	2,550,000
GalaVision	234	183,000
Home Box Office (HBO)	6,900	14,600,000
Home Theater Network (HTN)	350	300,000
Showtime	3,200	5,400,000
The Movie Channel	3,250	3,250,000
The Nostalgia Channel	125	350,000
The Playboy Channel	580	732,000
Private Ticket	4	NA

Audio services		
Cable Radio Network	21	1,300,000
KKGO Super Jazz	15	828,000
Lifestyle	147	2,600,368
Lifestyle AC	15	679,936
Moody Bible Institute	66	890,968
Satellite Radio Network	251	740,000
Studioline	NA	NA
Tempo Sound	89	1,262,393
WFMT Chicago	161	1,284,000

Text services		
AP News Cable	275	3,600,000
AP News Plus	60	1,500,000
Cable Sportstracker	15	543,000
DBC/MarketWatch	50	NA
Electronic Program Guide (EPG)	273	5,513,000
EPG Jr.	56	53,247
Genesis Cable Storytime	26	1,033,000
Reuters News View	325	3,250,000
TV Decisions	120	3,420,000
UPI Data Cable	450	4,000,000
X*Press	60	1,000

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Cable Auto Showcase	5	400,000
Fuji Network	5	11,044
Nippon Golden Network	5	11,044
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,000
Buffalo Sabres Hockey	9	400,000
Cable TV Network of New Jersey	37	1,185,000
The Ecumenical Channel	7	148,000
KTVT	109	1,804,000
Life Newsvision	24	36,000
Madison Square Garden	67	1,900,000
Meadows Racing Network	14	446,000
MetroChannel	1	118,000
Prime Ticket	46	1,300,000
SportsVision (Chicago)	37	490,000
Texas Cable Network	15	646,000

Pay services		
Dodgervision	44	935,000
Home Sports Entertainment—Houston/Dallas	105	190,000
Home Team Sports	74	327,000
New England Sports Network	130	121,858
PRISM-Philadelphia	91	370,000
Pro-Am Sports	107	106,000
SportsChannel (New England)	110	235,000
SportsChannel (New York)	60	568,000
Z Channel	21	95,000

Announced services

Satellite-fed services	Expected Launch
ABC Pay-Per-View service	4th Quarter 1986
America's Shopping Channel	4th Quarter 1986
American Family Network	9/86
American Wholesale Network	9/86
Apollo Entertainment Television	TBA
The Book Channel	TBA
The BuenaVision Channel	TBA
Cable Shopper's Network (Jewelcor)	4th Quarter 1986
Cabletix	1st Quarter 1987
Comedy Television	4th Quarter 1986
Consolidated Stores/ASC service	4th Quarter 1986
Consumer Discount Network	9/86
Crazy Eddie World Of Home Entertainment Shopping Network	11/86
Discovery Computer Network	1987
Discovery Financial Network	4th Quarter 1986
El Canal Musical	TBA
Ethnic Radio Networks	4th Quarter 1986
EventTelevision	10/86
Hanover's Value Line	9/86
International Business Network	4th Quarter 1986
Let's Go Shopping Network	9/86
Magicable	TBA
Movie Time	1st Quarter 1987
QVC Network	1/87
Shop-At-Home Channel	10/86
Sky Merchant	9/86
Sofcast/National Digital Network	4th Quarter 1986
The Success Channel	1/87
The Travel Network	4th Quarter 1986
Tunnelvision	4/87
Video Shopping Mall	4th Quarter 1986

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.